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Automotive News.

Detroit, February 16, 1981

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Toyo Kogyo set to build front-wheel-drive model for its U. S. partner

Ford Motor plans to import new minicar from Japan in '84

By Paul Lienert
Contributing Editor

DEARBORN. — Ford Motor Co., the most strident of the domestic auto makers in calling for tough new anti-import curbs, has enlisted two major Japanese auto firms, Toyota Motor Co. and Toyo Kogyo, to help it develop small, fuel-efficient vehicles for the American market in the mid-1980s.

Despite repeated calls by Ford's top officials for stricter sanctions on Japanese imports, the No. 2 U. S. auto maker now plans to import a high-mileage, front-drive minicar from Toyo Kogyo, its Japanese affiliate, in 1984. Ford also plans to jointly produce a minivan in the U. S., in conjunction with Toyota, using some parts imported from Japan.

Harold A. Poling, executive vice president of Ford's North American Automotive Operations, did not deny the minicar report, but said:

"Obviously, I am not going to comment on speculation regarding our future products. I will say that Ford, which has a 25-percent equity interest in Toyo Kogyo, is discussing a number of projects with Toyo Kogyo, both for our overseas and North American operations . . .

"How Toyo Kogyo could be involved in . . . future product plans has not been established or decided, in spite of any rumors. And since discussions with Toyo Kogyo are ongoing, I don't want to speculate as to whether it would wind up playing a role."

Even as Ford Chairman Philip Caldwell was decrying the flood of Japanese imports in the U. S. in his NADA keynote address, Ford President Donald Petersen confirmed his company's plans to set up a joint manufacturing venture in this country with

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'A' bodies shrink again

FWD, new names for '82 GM intermediates

General Motors' regular A-body intermediates—Malibu, Century, LeMans and Cutlass—will shrink again in '82, sporting front-drive and new nameplates when they bow this fall. Drivetrain will be the 2.5-liter four and four-speed gearbox from GM's front-drive A-body compacts. Here are the Olds Cutlass (it will have a new name), above, and the Buick Century replacement. The new Chevy intermediate will be called the Celebrity, and the Pontiac LeMans will be renamed the A-6000.

U.S. new-car inventory trimmed to 78½ days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers continued to carry a heavy stockpile of new cars into February, although the inventory was down slightly from Jan. 1.

The industry opened February with 1,421,023 new cars in stock, a 78½-day supply, compared with 1,448,450 on Jan. 1, an 80-day supply. A year ago, the industry had 1,598,548 cars in inventory, a 71-day supply.

All the U. S. makers trimmed their unit counts during January except General Motors. But because of an improved selling rate, GM's days-supply figure dropped to 72 from 77 a month earlier.

Ford Motor Co. had a 93-day supply Feb. 1, compared with an 82-day supply a month earlier. Ford was the only maker to in-

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'White-knuckle' dealers seek rollback of prices

By Robert M. Lienert
Editor

LOS ANGELES.—Drew Lewis, newly named Transportation Secretary, told the 64th NADA convention here he considers the health of the auto industry to be the single most pressing problem in transportation.

Dealers attending this subdued and somber convention, drew a somewhat finer bead. They zeroed in on high prices and high interest rates as the two demons that have thrown the retail industry into a tailspin.

The import issue, which exploded to dominate last year's meeting, was downplayed considerably here in Southern California, where the usual sunny weather turned cheerless and damp as the dealers arrived.

Attendance was down about 25 percent this year, with 2,500 dealers and a total turnout of about 10,000, according to NADA.

Lewis, while telling dealers he realized they had tough problems, admitted he didn't have any ready solutions. At the same time, he assured dealers they had his "concern, attention and support," as well as the realization that past government efforts "to reverse the misfortunes of the automobile industry have been slow and have not come to grips with the crucial issues."

Lewis said he realized that when Americans defer new-car purchases it is bad for labor, bad for the manufacturers, bad for auto dealers and very bad for the economy in general.

Throughout most of the convention, the price issue was paramount.

It clearly split dealers and manufacturers, with dealers calling for a rollback and spokesmen for the makers replying that such a move would patently be impossible.

Both the incoming NADA president, Wendell H. Miller, and the retiring president, George S. Irvin, identified high prices and high interest rates as the two most pressing problems dealers currently face.

All the other problems stem directly from those two vexations, they said.

They blamed the two issues for a dealer situation which Irvin described as "white-knuckle" and Miller called "marginal."

At the convention's start, NADA directors unanimously passed a resolution calling on auto makers to roll back prices to levels of last October when '81 models were introduced.

"That created tremendous controversy," Miller said, but he added that dealers have been concerned over high prices and regular hikes for a considerable period of time.

"The rapid series of price rises since last fall in the face of a declining market and rising interest rates doesn't make economic sense," he told AUTOMOTIVE NEWS.

"Dealers feel incentives by manufacturers in the range of $500 to $600 have proved this amount of money can move a stagnant market," Miller said.

"Manufacturers must understand that this request for a price reduction is a reflection of the opinion of all dealers, not just of 57 guys (NADA directors) gathered in a room."

The directors' plea for a rollback was termed as "unreason-

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F. James McDonald

Philip Caldwell

Wendell H. Miller

George S. Irvin

breaking news

DeLorean names ad agency

NEW YORK. — John Z. DeLorean has selected Avrett, Free & Fisher, Inc., as the advertising agency for his sporty DeLorean automobile. The account will add $5 million to the agency's annual billings of $60 million. Among its clients are Dana Perfumes and Lord & Taylor.

Peugeot to close Talbot plant

PARIS.—Peugeot SA said it plans to close its Talbot plant in Linwood, Scotland, because of heavy operating losses. It said it would continue to build cars in the UK in its Midlands plants and denied Labor charges that it plans a gradual withdrawal from manufacturing in the UK.

Halifax 'front runner' for Nivá assembly

HALIFAX, N. S. — A site near the Autoport here is the "front runner" in the search for an assembly location for the Lada Niva 4WD model, according to Peter Dennis, president, Lada Cars of Canada. When completed in mid-1982, the plant will employ 300 people and build 5,000 of the Russian-designed vehicles annually.

Yugoslav cars to enter British market

LONDON.—A Yugoslavian-built version of the Fiat 128 will be launched in the British market this spring. Called the Zastava 101, it is expected to retail at about $6,000, or $1,000 less than a comparable Fiat 128. Other East European cars

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Hoglund: 'What the hell did we do in the '70s to get it all screwed up?'

Pontiac seeks market clout with small, sporty cars

By Robert M. Lienert
Editor

LOS ANGELES. — Pontiac is in the throes of building a new identity in the market—an identity that has its roots based in the sort of cars that led to the division's glory years in the 1960s.

William E. Hoglund, Pontiac's freshman general manager, examined in some detail Pontiac's concept of its automotive mission and at the same time analyzed what had dropped Pontiac out of its onetime lofty No. 3 ranking in sales.

As Hoglund put it so bluntly: "What the hell did we do in the '70s to get it all screwed up?"

Hoglund is doing his best to get it un-screwed and he is convinced that Pontiac still enjoys the market strengths of innovation, excitement and value . . . "the things we had when we were strong."

Hoglund told a group of auto writers here that Pontiac's major entries for the year ahead are firmly positioned in the small and sporty segment of the market.

He mentioned the T-1000 (a "graphics version" of the Chevette), the J-2000 (Pontiac's subcompact J-car, due to arrive this spring) and the A-6000 (the Bonneville replacment which will be sized in the intermediate field). He declined to discuss the sporty P-car, but that obviously will play a major role.

These cars will have the formidable task of restoring Pontiac's market clout.

Hoglund said that Pontiac people started talking about "what we really wanted to be" about two weeks after the introduction of the 1981 models, which, in turn, was about two weeks after Hoglund came aboard as general manager of the division from his previous position as corporate comptroller.

"We got all the people involved—development, engineering, marketing, advertising and promotion—to make sure that we all understood what we were going to do," he said.

At key discussions in January, he said, "we talked about where we had been and what the market looked like and what kind of cars people bought."

After examining and classifying cars and buyers, Hoglund said, it was determined that Pontiac's image was still "youth, performance and style."

"Nobody is going to sell cars in the '80s without quality and fuel economy," he said, "but the market wants the kinds of things we have . . . where we

Continued on Page 7, Col. 1

Avoid trade restraints, Import dealers urge

By John A. Russell
New York Staff Writer

LOS ANGELES. — Charging that the problems of the U. S. auto industry are self inflicted rather than caused by outside forces, the American International Automobile Dealers Assn. called for abandonment of a trend toward trade restrictions and the adoption of a cooperative policy between government and industry to cure the industry's ills.

Robert McElwaine, president of the organization, told the annual meeting of members that any consideration of trade restrictions would be a "patchwork" approach to solving the industry's problems and not attack what he claimed were the deep structural difficulties the domestic auto industry faces.

While the AIADA won an important battle before the International Trade Commission late last year when that agency declared imports were not the cause of the domestic auto industry's sales problems, the AIADA president told the gathering of imported auto dealers and manufacturers that the threat of trade restrictions has not diminished. Instead, it has become stronger and more pervasive.

Legislation introduced recently by Senators John Danforth and Lloyd Bentsen backed up his point. This bill proposes to restrict Japanese imports to the 1.6-million level.

McElwaine said, "The domestic industry problems stem from decades of neglect of capital investment requirements that have led to an industry that is non competitive in terms of technology, product and productivity. The solution to the industry's problems can be found in the acquisition of needed capital and the investment of that capital within the borders of the United States."

McElwaine went on to cite what he considered examples of this neglect by the domestic industry.

He said more than $1 million was paid in salaries to executives instead of investing in new factories. He went on to attack the wage structure of the domestic industry, the dividends paid to shareholders and the fact that U. S. car makers have invested heavily in factories overseas instead of modernizing old or building new facilities in the U. S.

"Now, the U. S. manufacturers are forced to make a decade's worth of capital investment in a few years to make up for their past profligacy," he said.

Last month, the AIADA made a proposal to the Senate Finance Committee and while McElwaine did not go into depth on this proposal, he did make several references to it during the course of his address.

This was a seven-point proposal calling on the committee to provide direct assistance to the domestic industry through the tax system and increased assistance to unemployed auto workers.

AIADA's proposal included: A special refundable 10 percent investment tax credit for investments by auto manufacturers for investments in new plants and equipment, research and development within the U. S.

It also called for the extension of the 10 percent energy tax credit to investments by auto makers in energy related capital equipment.

The plan also suggested faster depreciation for investments in new plants and equipment; temporary tax moratoriums on federal income taxes for foreign earnings repatriated to the U. S.; specific reduction of regulatory burdens on U. S. auto makers, and, direct assistance to unemployed auto workers.

Finally, the plan also included a proposal to increase the scrappage rate of old cars on the road today.

But the proposal all boiled down to an alternative to trade restrictions now being considered in Washington. McElwaine termed any type of restrictions as "cosmetic."

McElwaine added that the association has called on President Reagan to convene an automotive summit conference.

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Allard begins its 'J' series

Allard Motor Co., Ltd., Mississauga, Ont., plans production of 250 "J" series two-seaters, the Allard J2X2. In its standard form, the J2X2 will be powered by a 318-CID V-8 with a four-speed transmission. A turbocharger will be offered as an option. Standard features include an aluminum and reinforced-plastic body, leather interior, full instrumentation and five knock-off wire wheels.

14 cars will debut at Chicago auto show

By Nancy I. Phillips
Staff Correspondent

CHICAGO. — Fourteen cars will make their public debut when the Chicago Auto Show opens Saturday (Feb. 21) for a nine-day run at McCormick Place here.

The Ford EXP and Mercury LN7, Ford Motor Co.'s first two-seater sporty coupes since the 1955 Thunderbird, will be previewed for the press on Thursday, Feb. 19, when Harold A. Poling, executive vice president —Ford North American Automotive Operations, will talk with the automotive press corps.

The cars are built on the Escort-Lynx platform, but there are technical differences in the suspension and driveline which are significant enough to make them different cars, a company spokesman told Automotive News.

Ford representatives said they expect the cars to capture the magic of the '55 Thunderbird with the affordability of the original Mustang.

They are designed to appeal to the growing singles market, including both men and women as car purchasers, that Ford's researchers found.

Pontiac will debut its T-1000 —the division's entry into the subcompact field—at the show. The T-1000 is a remake of the Chevrolet Chevette.

Targeted at the price-conscious family in need of a fuel-efficient second car or the young single buyer in need of inexpensive, entry-level transportation, the T-1000 models will be available as three-door and five-door hatchbacks.

The three-door model is built on a 94.3-inch wheelbase; the five-door's wheelbase is four inches longer. Both models are accented with black rocker moldings, black upper-door and window frames and a wide body side molding.

Standard powerplant for Pontiac T-1000 models is a 1.6-liter four-cylinder engine with two-barrel carburetor and four-speed manual transmission. A three-speed automatic is optional. A 3.70 axle ratio is standard with either transmission.

Datsun's first diesel-powered vehicles in the U. S. versions of its minipickup trucks—will be previewed at the show.

The four-cylinder diesel engine has a displacement of 2,-164cc and produces 61 HP. The EPA mileage estimates for the pickups are 33 MPG city, 41 MPG highway.

Other cars to bow at the show include the Datsun 280 Z Turbo; Chevy's prototype Turbo Corvette; Saab 900 two-door hatchback; Jeep Scrambler; Renault five-door LeCar; York; Dodge Aries limousine and convertible, and two new Toyotas, a diesel pickup and the Corolla hardtop sedan.

The show usually attracts more than 900,000 persons. It is sponsored by the 700-member Chicago Automobile Trade Assn. Some 700 vehicles are scheduled to be shown.

Show chairman is David Rick, a Volkswagen dealer.

On the committee are Al Adduci, Chrysler-Plymouth Everette Ahlgrim, Cadillac, Joe Bidro, Ford; Robert Foley, Buick; John Gerald, Lincoln-Mercury, James McInerney, Chevrolet, Clyde Metzley, American Motors, John Weinberger, imports, and John Wright, Oldsmobile.

Russia granted U.S. patent on 1-rotor Wankel

WASHINGTON. — The U. S. Patent Office has granted a patent (4,237,848) to a group of Russian engineers covering a 1-rotor Wankel type engine claimed to be of a unique design.

The granting of this patent came shortly after news of field testing of 1-rotor Wankel-powered cars which started last year.

About 200 of these cars are said to be in the field test stage

Related story on Page 32.

and, if successful, will be released to production which is expected to begin in about 1½ years.

According to Robert Brooks, U. S. representative for Wankel Entwicklugen GmbH, the patent granted to Russia appears to cover only a certain arrangement of the engine accessories and the separate shaft arrangement that drives the lubrication system.

There is no way, Brooks said, that a patent could be granted on the idea of a 1-rotor Wankel since engines of this type were first produced for use in cars in the early 1960s.

The first Wankel-powered car ever made was the NSU Spider which had a 1-rotor engine, Brooks said. Other of his company's licensees have designed and built 1-rotor engines for a variety of use., he said.

Chrysler boosts import-car prices; trucks unchanged

DETROIT. — Chrysler Corp. last week announced a price increase of $53 on its average-equipped imported passenger cars. Imported pickup truck prices are unchanged.

Prices of optional equipment were not changed except for a $6 boost on a Dodge Colt and Plymouth Champ trim package.

There were no changes in destination charges.

On the imported cars, increases ranged from $65 to $72.

New prices are: Plymouth Champ and Dodge Colt — Two-door hatchback, $5,053 (up $65); Deluxe two-door hatchback, $5,-339 (up $68); Custom two-door hatchback, $5,591 (up $72).

Plymouth Sapporo coupe, $7,-314 (up $65); Dodge Challenger coupe, $7,397 (up $66).

Pickup truck prices are: Plymouth Arrow and Dodge Ram 50 Custom, $6,145; Arrow Custom and Ram 50 Royal, $6,-550; Arrow Sport and Ram 50 Sport, $7,022.

January's total of 166,698 units is lowest since 1975

Truck sales down for 23rd month

Continued from Page 6

percent from the year-earlier 728,838. Unsold mediums were off 32 percent, from 33,277 on Feb. 1, 1980, to 22,622, and the heavies were down 20.5 percent to 43,250 units, compared with 54,411 at the end of January a year ago.

• January sales by Big Three dealers totaled only 130,878 units, a decline of 30.5 percent from last year's 188,331 and the lowest count for the month since 1975, when 126,834 vehicles were retailed.

Chevrolet was No. 1 in sales in January, outselling Ford by almost 6,000 units. It marked the first time since last September that Chevrolet's monthly sales exceeded the Ford total.

During the month, Chevrolet dealers retailed 54,580 vehicles, down 27 percent from the year-earlier 74,761. The total included 6,366 LUV pickups, off almost 33 percent from last year's 9,487.

Ford reported that its dealers sold 48,846 trucks in January, a decline of 34.4 percent from the year-ago 74,419. Courier sales were down 40.2 percent, from 7,791 last year to 4,659.

Chrysler-Plymouth and Dodge dealers retailed only 12,201 trucks during the month, off 40.4 percent from last year's 20,477. Sales of the imported compacts —the Dodge Ram 50 and the Plymouth Arrow—declined 45.1 percent to 2,902 units, compared with 5,287 in the first month of 1980.

GMC's January sales were down the least of any of the Big Three producers from a percentage standpoint. Dealers sold 15,251 trucks during the month, off 18.3 percent from the 18,674 retailed in the same month in 1980.

American Motors reported that sales of Jeep four-wheel-drive vehicles in January were 51.6 percent lower than a year ago. Dealers sold 4,437 units, compared with 9,171 in January, 1980.

Sales of Mercedes-Benz medium and light-heavy mid-range diesel trucks in January totaled 273 units, an increase of 21.9 percent over the 224 retailed in the first month a year ago.

Volkswagen of America reported that dealers sold 2,049 compact pickups during the month, compared with 954 in the same month a year ago. January 1980 was the first month of volume sales of the vehicle, which is manufactured in the U. S.

All three distributors of the non-captive Japanese-built compact pickups reported lower sales in January than a year ago.

Toyota dealers retailed 9,658 units during the month, down 26 percent from the year-earlier 12,894, the alltime January high.

Datsun sales plunged 31 percent in January, from the record 10,503 retailed in the first month of 1980 to 7,250 units.

Mazda dealers sold 690 pickups during the month, a decline of 17 percent from the 830 retailed in January a year ago.

Silver service

Bud Erwin, right, Erwin Buick, Muscoutah, Ill., is presented with a silver tray marking his 25th year as a Buick dealer by P. J. Britton, St. Louis zone manager.

Big Three January truck sales

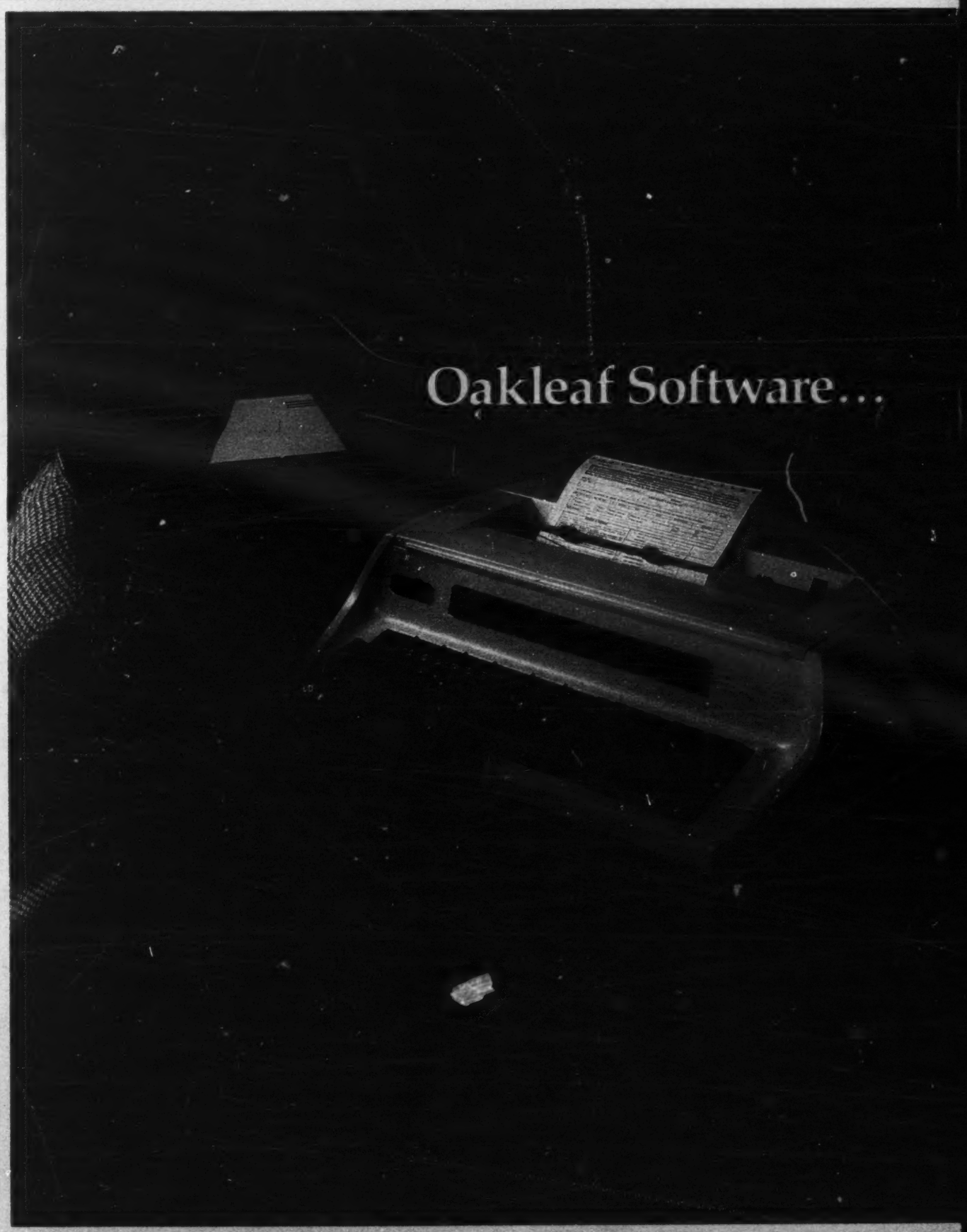
	JANUARY 1981	JANUARY 1980
FORD		
Vans	6,041	8,935
Club Wagon	1,361	2,329
Courier	4,659	7,791
Bronco	2,777	4,415
Conventional Pickups	30,759	45,243
Mediums	2,731	4,248
Heavies	518	1,458
CHEVROLET		
Vans	5,933	9,312
Sportvan	1,075	1,813
LUV	6,366	9,487
El Camino	2,670	4,007
Blazer	1,889	3,276
Suburban	2,056	2,052
Conventional Pickups	33,021	41,635
Mediums	1,564	2,937
Heavies	6	242
CHRYSLER		
Vans	2,610	5,414
Voyager	360	445
Ram Wagon	1,174	1,482
Arrow	720	1,708
Ram D-50	2,182	3,579
Trail Duster	199	303
Ramcharger	513	851
Conventional Pickups	4,443	6,695
GMC		
Vans	1,604	2,415
Caballero	422	408
Jimmy	439	753
Suburban	495	495
Conventional Pickups	8,911	10,874
P Models	291	165
Mediums	1,819	1,997
Heavies	1,270	1,567

Soft U.S. market to bring slight dip in Japan's exports

TOKYO. — The Japanese government said auto exports to the U. S. in the first quarter of 1981 will drop under 450,000 units, compared with the 461,000 units of a year before.

Trade officials also said Japanese companies will more than double their purchases of parts from U. S. firms this year. That will move total purchases of parts to about $300 million, they said.

The falloff in exports to the U. S. is being caused by a drop in U. S. sales and not by any type of voluntary restraint, the officials said.



More increases in levies expected

40 states consider fuel tax boosts

WASHINGTON. — Bucking what some call a national tax-cutting trend, 40 states are expected to seek ways to raise motor fuel taxes this year to keep pace with the mounting costs of road work, according to information compiled by the Highway Users Federation.

The only states not seeking to boost motor fuel taxes are Alabama, Delaware, Georgia, Kentucky, Louisiana, Nebraska, South Dakota, Tennessee, Texas and Virginia.

Of the 40 other states, 26 are expected to consider legislation to hike the cents-per-gallon tax on gasoline and diesel fuel. Bills will be introduced in the legislatures of 35 states to impose a variable or percentage tax on motor fuel or to increase existing variable taxes. Sixteen of the 40 will consider both cents-per-gallon and variable tax increases.

Additionally, Vermont is expected to consider including diesel fuel for the first time in a variable percentage tax and a cents-per-gallon tax. Arkansas, Florida, Utah and Wyoming will consider legislation to repeal their fuel sales tax exemptions.

This 1981 legislative projection is based on information gathered by the Highway Users Federation's 22 regional directors located around the country. Their sources are legislative pre-filing statements, press reports, discussions with state officials and proposals already made by legislators and governors.

• Nearly half the states have increased motor fuel taxes in the last three years alone. In 1980, at least 31 state legislatures considered bills to raise the state motor fuel tax, and 10 states—Alabama, Indiana, Kentucky, Massachusetts, Minnesota, Nebraska, South Carolina, South Dakota, Virginia and Wisconsin—actually raised them. In 1979, 10 states hiked motor fuel taxes compared to four in 1978.

A variable tax rate pegs the tax-per-gallon to a percentage of the average wholesale or retail sales price, which may be adjusted periodically within limits prescribed by law. Six states — Washington, New Mexico, Massachusetts, Kentucky, Indiana and Nebraska—currently use the variable tax.

Eight states currently place a sales tax on motor fuel in addition to a cents-per-gallon or variable tax. They are Mississippi, California, Hawaii, Illinois, Michigan, Georgia, New York and Indiana.

The remaining states impose the cents-per-gallon tax, ranging from a high of 12 cents in South Dakota to a low of 5 cents in Texas.

By calculating the cents-per-gallon tax, variable rates and retail sales tax rates on the average retail price of gasoline, an effective state gas tax can be determined for each state.

The following state-by-state effective tax rates were based on the national average price of $1.068 for a gallon of regular gasoline, exclusive of taxes, as of the end of 1980. The calculations were made by the North Carolina Blue Ribbon Study Commission on Transportation Needs and Financing.

Michigan	15.3
Mississippi	14.3
Nebraska	13.6
Hawaii	12.8
Indiana	12.8
New York	12.3
California	12.1
Washington	12.0
South Dakota	12.0
Illinois	11.8
Minnesota	11.0
Virginia	11.0
Pennsylvania	11.0
New Hampshire	11.0
Connecticut	11.0
South Carolina	11.0
Alabama	11.0
Georgia	10.7
West Virginia	10.5
District of Columbia	10.0
Iowa	10.0
Rhode Island	10.0
Massachusetts	9.8
Kentucky	9.6
Idaho	9.5
Arkansas	9.5
North Carolina	9.25
Montana	9.0
Utah	9.0
Wisconsin	9.0
Maine	9.0
Vermont	9.0
Delaware	9.0
Maryland	9.0
Wyoming	8.0
Arizona	8.0
New Mexico	8.0
Louisiana	8.0
Florida	8.0
New Jersey	8.0
Kansas	8.0
North Dakota	8.0
Alaska	8.0
Colorado	7.0
Tennessee	7.0
Missouri	7.0
Oregon	7.0
Ohio	7.0
Oklahoma	6.58
Nevada	6.0
Texas	5.0

In the area of highway-related energy legislation, 17 states will grapple with gasohol tax proposals, four will consider bills to impose a state tax on gasohol, while exemptions from current state taxes will be sought in 13 states.

Legislation on the 55-MPH speed limit is expected to come up for action in several states, with 8 expected to consider bills which would strengthen enforcement.

Half a dozen states—Colorado, Delaware, Indiana, Iowa, Nebraska and Wyoming—will see legislative attempts to weaken enforcement of the 55-MPH national speed limit.

Hovell appointed head of Leyland Australia

LIVERPOOL, NSW, Australia. — Leyland Australia has appointed Philip C. Hovell managing director, effective from February 7th, 1981.

He replaces Ron Hancock, who has returned to England to head the Commercial Vehicles Division of BL Ltd., Leyland Vehicles, Ltd., as chairman.

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Month's registrations reach 186,869

Another record for imported cars

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars set a record for November, the sixth month in 1980 in which a new high was logged, according to figures compiled by R. L. Polk & Co.

New import registrations in November totaled 186,869, off a bit from the October tally of 196,107, but up 10.33 percent from the previous November high of 169,369 in 1979.

Despite the record-breaking pace, the share of total registrations taken by imports continued to slide. Import penetration was 25.61 percent, compared with 26.25 percent in October and over 30 percent in July, August and September. But it was still above the year-earlier level of 23.23 percent in November.

Import registrations for the first 11 months of 1980 totaled a record 2,281,435, up 6.01 percent from 2,152,027 in 1979. This indicates a 1980 total of close to 2.5 million. The any-year record, set in 1979, is 2,339,004.

Imports accounted for 28.34 percent of U. S. new-car registrations in the first 11 months, compared with 22.60 percent in 1979.

• For the third consecutive month, Subaru achieved the largest gain of any nameplate in share of import registrations compared with a year earlier. Subaru accounted for 5.88 percent of import registrations in November, up 2.10 percentage points from the year-ago month.

Front-running Toyota also improved its share, taking 20.68 percent, up 1.17 points. Other gainers were Honda, up 1.38 points to 15.40 percent; Mazda, up 0.32 of a point to 8.12 percent, and Volvo, up 0.65 of a point to 2.65 percent.

Datsun, which took the top spot in November import registrations a year earlier, suffered the biggest decline, down 2.55 points to 19.24 percent and second place.

Volkswagen dropped 0.95 of a point to 10.87 percent, while Fiesta was off 0.21 of a point to 2.79 percent and Mercedes-Benz dipped 0.07 of a point to 2.09 percent.

Rounding out the top 10 was Audi, which took 1.88 percent of the November market. It was not among the top 10 a year earlier.

The top 10 imports accounted for 89.60 percent of import registrations in November, up from 87.88 percent a year earlier. For the first 11 months, the top 10 accounted for 88.51 percent, compared with 86.27 percent the year before.

November registrations of imported cars by country of origin, with year-earlier figures in parentheses, were: Japan, 136,818 (120,966); West Germany, 36,782 (35,670); Sweden, 6,118 (4,612); France, 2,687 (2,096); Italy, 2,587 (3,503), and United Kingdom, 1,877 (2,522).

Registrations of imported cars by country of origin for the first 11 months of 1980, with year-earlier figures in parentheses, were: Japan, 1,690,315 (1,495,420); West Germany, 426,693 (465,905); Sweden, 61,908 (63,539); Italy, 39,873 (60,023); France, 32,696 (26,879); UK, 29,942 (40,260), and others, 8 (1).

Registrations of imported trucks in November totaled 38,548, up 4.38 percent from 36,931 a year earlier.

Registrations of imported trucks in November, with year-earlier figures in parentheses, were: Chevrolet LUV, 8,677 (7,122); Toyota, 7,703 (10,228); Datsun, 7,574 (8,443); Ford Courier, 5,285 (5,244), and others, 9,309 (5,894).

The truck import total for the first 11 months of 1980 was 489,736, up 11.12 percent from 440,734 in 1979.

Registrations of imported trucks in the first 11 months, with year-earlier figures in parentheses, were: Toyota, 125,359 (118,558); Datsun, 101,322 (91,013); Chevrolet LUV, 80,996 (88,883); Ford Courier, 69,489 (69,037), and others, 112,570 (73,243).

Chrysler, states discuss workmen's comp coverage

DETROIT. — Chrysler Corp. says its insurance unit is financially sound, but several states with heavy Chrysler work forces want assurance the company can continue to be self-insured for workmen's compensation claims.

Currently, Chrysler insures itself through Chrysler Insurance Co., a unit of Chrysler Financial Corp., an unconsolidated Chrysler subsidiary. Some states are worried the company won't be able to continue to pay its workers for job-related injuries and illnesses and in the past few weeks have threatened to make Chrysler buy expensive commercial insurance.

In Michigan, alone, buying such insurance would cost Chrysler $50 million to $100 million a year, a lot more than the $35 million a year in actual claims currently being paid.

Chrysler has agreed to create a trust fund in Michigan amounting to $5 million over the next 12 months which will cover future liabilities. The same agreement is currently under discussion in Delaware and Illinois.

Missouri wants Chrysler to buy excess insurance to cover claims over a certain amount and to boost its surety bond from $50,000, but officials would not say how much.

According to a Chrysler spokesman, discussions are still underway with Delaware, Illinois and Missouri and until a decision is reached Chrysler will not have any report to make.

In a hearing in Ohio recently, state commission officials said they were pleased with the financial situation of Chrysler Insurance Co. Chrysler said the insurance unit's net worth was $29.3 million at the end of 1979 and would be higher for 1980.

The board gave the company until Feb. 28 to turn in the unit's 1980 financial statement and give assurance it would not be tied up in any bankruptcy proceedings.

A Chrysler spokesman said there have been no conversations with officials in Indiana or New York, which also have many Chrysler workers.

Fuhrman honored

Kenneth A. Fuhrman, right, president, Fuhrman's Ford Sales, Inc., West Salem, O., receives a plaque from Richard L. Fenstermacher, Cleveland Ford district sales manager, honoring the dealership's 25th anniversary.

New quarters

WALLINGFORD, Conn.— Max's Subaru has moved into a new location at 809 N. Colony Rd.

IMPORT REGISTRATION SHARES IN U. S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1980	Percent Share of Market	Regis., Nov., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 11 mos., 1980	Percent Share of Market	Regis., 11 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Toyota	38,650	20.68	33,048	19.51	+ 1.17	518,865	22.74	425,808	19.79	+ 2.95
Datsun	35,947	19.24	36,910	21.79	− 2.55	472,003	20.69	403,961	18.77	+ 1.92
Honda	28,786	15.40	23,735	14.02	+ 1.38	320,924	14.07	306,406	14.33	− 0.26
Volkswagen	20,303	10.87	20,021	11.82	− 0.95	236,192	10.35	266,692	12.39	− 2.04
Mazda	15,181	8.12	13,212	7.80	+ 0.32	143,737	6.30	131,673	6.12	+ 0.18
Subaru	10,995	5.88	6,408	3.78	+ 2.10	115,105	5.05	88,761	4.13	+ 0.92
Fiesta	5,208	2.79	5,078	3.00	− 0.21	63,169	2.77	71,062	3.30	− 0.53
Volvo	4,953	2.65	3,385	2.00	+ 0.65	51,965	2.28	.....	.....	.....
Mercedes	3,905	2.09	3,650	2.16	− 0.07	49,999	2.19	49,583	2.30	− 0.11
Audi	3,507	1.88	.....	.....	.....	47,335	2.07	56,173	2.61	− 0.54
Colt	.....	.....	3,392	2.00	.....	.....	.....	54,382	2.53	.....
All Others	19,434	10.40	20,532	12.12	− 1.72	262,141	11.49	295,526	13.73	− 2.24
TOTAL	186,869		169,369			2,281,435		2,152,027		
Share of U.S. Total		25.61		23.23	+ 2.38		28.34		22.60	+ 5.74

Registrations not available for Oklahoma.

In which industry likes rules

Book of regulations gets another odd tale

WASHINGTON. — A strange thing is happening with the Noise Control Act, according to Senator Robert Stafford, Vermont Republican: The businesses being regulated — not the public, environmental or consumer groups—are fighting against repeal.

Speaking before the annual meeting of the Society of the Plastics Industry at the Mayflower Hotel here, Stafford said that regulatory programs "are likely to remain a part of the national fabric, not just because of public support for them, but because of significant industry support."

"It is my experience that some of the most vigorous and vocal opponents of attempts to eliminate regulation are the industries that are regulated," Stafford added.

As an example, Stafford talked about the Noise Control Act, which Congress enacted several years ago to regulate noise from garbage trucks and other heavy-duty trucks, trains and other sources.

A few years after enactment, Stafford said, a federal court ruled that the Noise Control Act was preemptive, meaning that the federal government alone has the right to make noise-control standards.

"If the federal government is . . . actively regulating an activity, an argument can be made that preemption isn't that bad an idea," Stafford said.

"In the case of the Noise Control Act, however, the federal government was doing virtually nothing at the time. The result was a situation that defies logic —but is all too characteristic of regulatory laws."

Eventually, Stafford added, industry became so content with the lethargic movement of federal noise-control laws that they fought against any changes.

Stafford told of one senator who received complaints from constituents about the noise from a railroad switching station in one town.

"I am not exaggerating when I tell you the local citizens were so enraged that some of them tried to sabotage some trains," he said.

The senator suggested that, since the Noise Control Act was doing no good, perhaps it should be repealed to allow the states to act.

"Within 48 hours . . . the senator was engulfed by tidal waves of protest," Stafford said. "The opposition was not from environmentalists. Nor was it from his suffering constituents. The protests came from the railroad industry."

Since Stafford's speech, EPA has ruled that federal noise standards for heavy-duty trucks should be delayed one year.

DOMESTIC SALES BY NAMEPLATE

1980 Pos.	1980 Total	Make	1979 Total	1979 Pos.
1	374,706	Citation	308,437	6
2	373,988	Chevette	375,724	3
3	285,272	Fairmont	338,819	5
4	267,732	Malibu	344,233	4
5	261,819	Chevrolet	449,001	1
6	258,789	Cutlass Sup.	404,068	2
7	225,290	Mustang	304,053	7
8	210,784	Cutlass	114,092	30
9	199,207	Regal	249,379	9
10	177,140	VW Rabbit	166,839	19
11	175,741	Skylark	115,000	28
12	165,638	Monte Carlo	265,877	8
13	150,320	Monza	141,564	23
14	147,997	Olds 88	223,699	*
15	145,894	Century	62,210	41
16	142,819	Ford	245,565	10
17	142,467	Pinto	187,708	15
18	132,630	Sunbird	89,107	35
19	127,248	Thunderbird	215,698	12
20	126,151	Cadillac	206,164	13
21	118,414	Grand Prix	175,573	16
22	116,824	Camaro	204,742	14
23	105,398	Pontiac	171,301	17
24	98,952	Phoenix	80,857	39
25	89,429	LeSabre	129,554	24
26	88,371	Granada	141,737	22
27	87,262	Omega	50,098	48
28	87,032	Zephyr	99,335	32
29	81,592	Firebird	149,211	20
30	78,823	Horizon	84,668	†
31	77,911	LeMans	114,993	29
32	73,464	Olds 98	92,075	*
33	72,116	Volare	167,091	18
34	65,519	LeBaron	99,588	31
35	64,991	Concord	85,432	38
36	62,592	Capri	90,850	34
37	61,792	Electra	88,195	36
38	61,240	Omni	69,888	††
39	60,196	Escort	.....	....
40	50,092	Aspen	117,777	27
41	53,971	TC3	62,072	†
42	52,645	Mercury	94,654	33
43	51,857	XR-7	121,184	26
44	49,723	Spirit	54,356	46
45	46,658	024	54,490	††
46	44,908	Cordoba	61,801	42
47	42,917	Riviera	42,917	47
48	37,051	Toronado	46,845	49
49	36,507	Corvette	38,631	53
50	34,709	Seville	45,317	50
51	33,157	Diplomat	45,131	51
52	32,720	Reliant	.....	....
53	32,641	Eagle	14,101	62
54	31,710	Cougar/ Monarch	55,347	45
55	30,144	Lincoln	60,797	43
56	29,321	Chrysler	87,451	37
57	27,595	Mirada	24,784	58
58	26,821	Bobcat	44,674	52
59	25,784	Aries	.....	....
60	18,196	Lynx	.....	....
61	16,934	Dodge	28,303	55
62	13,682	Plymouth	746	89
63	5,388	Skyhawk	18,768	60
64	5,334	Starfire	18,611	61
65	4,219	Versailles	13,586	63
66	3,012	LTD II	26,700	56
67	2,497	Imperial	.....	....
68	2,083	Pacer	8,168	65

*—Olds 88 and 98 were reported together in 1979: 223,699 (11).
†—Horizon and TC3 were reported together in 1979: 146,740 (21).
††—Omni and 024 were reported together in 1979: 124,378 (29).

Saab adopts 'beauty' theme for 1981 ads

Beauty is the theme of Saab's '81 ad campaign which emphasizes the Saab 900 notchback.

"From 0-115 MPH, it's one of the most beautiful cars in the world," proclaims copy headline for the new 900 model.

Two-page advertising spreads have been running in some 24 publications, with strong positive response in dealerships, according to Peter A. Berla, ad manager for Saab-Scania of America.

Berla noted that Saab's traditional hatchback styling "has been less than acceptable . . . to many Americans."

But with the new four-door notchback, "Saab now has a product which is instantly more acceptable to the American eye," he said.

And because Saab's reputation has been that it is an "unusual car," he added, the new appearance has become the focus of the '81 campaign's headlines which draw attention to beauty in various ways and conclude:

"When you consider what you get in a Saab, its price may be the most beautiful thing about it."

The '81 effort also extends last year's "intelligent car" theme. It emphasizes Saab's performance, comfort, safety, quality and economy characteristics, with the appearance element added.

The '81 media emphasis has shifted from local newspapers to a full schedule of national magazines, including major news weeklies, business and financial publications and a number of special interest publications.

Ally & Gargaro Advertising, New York, is Saab's agency.

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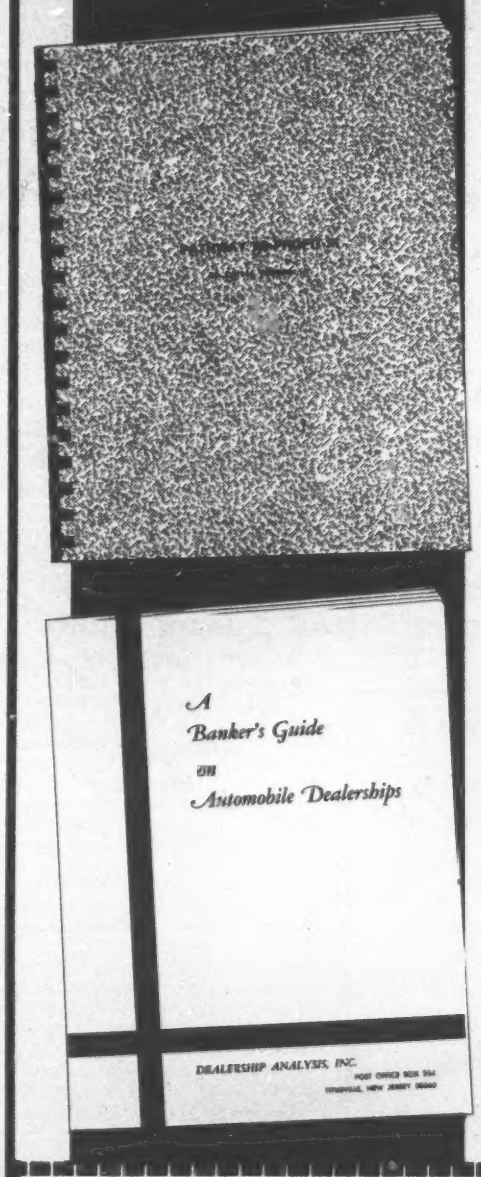

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Feb. 17—Ohio Auto Auction, Grove City, O.

Feb. 18—Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 19—Fresno Auto Dealers Exchange, Fresno, Calif.

Feb. 20—Concord Auto Auction, Hosmer St., Acton, Mass.

Feb. 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Feb. 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Feb. 26—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

Feb. 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler Corp.

Feb. 17—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 18 — Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 19 — Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Feb. 24 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. NuCarPrep Systems, 2818 Eastern Ave., Commerce, Calif.

Feb. 25 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 27—Concord Auto Auction, Hosmer St., Acton, Mass.

Ford Motor Co.

Feb. 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Feb. 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

Feb. 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Used car sales
Auction averages

February to date	$4,194
Month ago	$4,189
Year ago	$3,232

Model breakdown
Auction averages

	February to Date	January	December
1981	$7,992	$7,757	
1980	5,777	5,857	$5,578
1979	4,884	4,728	4,708
1978	3,821	3,585	3,610
1977	2,974	3,125	3,034
1976	2,357	2,092	1,991
1975	1,639	1,541	1,626
1974	1,249	1,200	1,146
Overall Average	$4,194	$3,981	$3,589

25th anniversary

Marguerite Baer, Baer Ford, Inc., Huntington Mills, Pa., is presented with a silver anniversary plaque by Phil Novell, Ford Division Newark district sales manager.

With 22-percent share for imports

Datsun VP sees 10-million year

LOS ANGELES. — Combined U. S. and imported new-car sales should hit 10 million in 1981, with imports accounting for 2.2 million units, or 22 percent of the market, Robert Kent, Datsun vice president of marketing, told the Newspaper Advertising Sales Assn. here.

The 22 percent import share reflects a drop from 26.7 percent in 1980, Kent said.

Kent said it was not fair to blame imports for the decline in Detroit's market share last year.

He noted that import sales "were up barely 80,000 units in 1980 versus 1979," while Detroit's sales falloff totaled about 1,700,000 units in 1980.

While 10 million new-car sales for 1981 may sound good, "for an industry that's geared to break even on 12 million (it) is nearly disastrous," he added.

Kent said that the imported-car industry was important to holding down car prices to consumers and providing jobs to the U. S. economy.

Import distributors and dealers, for example, employ more than 150,000 people and their total assets are over $5 billion, he said.

Kent predicted that limiting imports, as has been proposed, would drive up "the price of all cars . . . substantially. Our estimate is that small cars could increase in price by as much as $800 dollars."

He added that the car market has changed in recent months so that "interest in fuel economy, which is still strong, is no longer the key to the buying decision."

"Front-wheel-drive, diesel engines, choice of models, price and quality have all become major purchasing factors," Kent said. "And these are no longer the exclusive domain of imports. Detroit is making incredible inroads into these areas."

He predicted "the next five years are going to be hard ones for Detroit . . . (but) imports will still be here when Detroit gets back on its feet . . . We'll be standing there eyeball to eyeball fighting for sales just like we always have."

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Group holds first meeting

NAMAD works for minority dealers

By John A. Russell
New York Staff Writer

LOS ANGELES. — More than $21 million in federal direct loans has been funneled to minority dealers throughout the nation through the efforts of an infant dealer organization which held its first general meeting here last week.

The National Assn. of Minority Auto Dealers was formed last May to meet the specific needs of black, Hispanic, American Indian and other minority dealers throughout the country.

Charles Patrick, executive director of the Detroit-based association stressed it is not a "splinter" or "radical" group. Rather, it was founded to address the specific problems of minority dealers.

All of its members, he noted, are also members of NADA. While some of the problems faced by minority dealers in the current economic downturn are the same as those faced by others, many are not.

There are 65 NAMAD members from approximately 250 identified minority dealers in the U. S. Members represent all makes, according to Patrick.

The organization was founded with a grant from the U. S. Department of Commerce. Patrick said it set to work immediately to streamline procedures and expedite the process for minority dealers to obtain direct federal financial assistance.

• To date, nearly 100 minority dealers have obtained either direct assistance or federal loan guarantees which "kept them in business," Patrick said.

Jesse Jones, a Dodge dealer from the Detroit area and a director of the association, said that 60 percent of all minority business is auto-related. Minority dealers make up less than 1 percent of the dealer total.

These dealers, for the most part, are new in business and don't have the capital necessary to withstand a severe economic downturn.

According to a report prepared for the Department of Commerce, minority dealers face "unique" situations.

Insufficient equity capital and greater reliance on loans is typical of most minority dealers, particularly in periods of economic decline, according to the report. The erosion of sales causes more of the dealer's profits to be consumed by interest expenses.

Also, most minority dealerships have been in operation for a limited amount of time. This means minority dealers couldn't set aside profits from past good sales years to weather the current storm.

Because of their limited time in business and their lack of capital, minority dealers are perceived by the lending community as being at the high end of the risk spectrum. They are charged the highest interest rates, the report stated.

• Minority dealers are forced to use financial avenues other than commercial banks. Only by paying higher interest rates can these dealers stay in business.

The final disadvantage found in the report is the location of minority dealer points. Most tend to be in urban areas, usually in deprived sectors, which are the hardest hit during an economic recession through high unemployment and curtailment of retail credit.

Bill Schach, a Ford dealer from California and a director of the association, noted that minority dealer clientele is the first hurt by a recession.

But the problem of location goes deeper than that. Usually, because of their lack of capital, minority dealers are forced to obtain points that no one else wants. Many of these points were bankrupt at the time of purchase and the minority dealer has the job of turning the business around.

Rarely, because of the cost, does the minority dealer have the ability to obtain an on-going established point that may come on the market.

• This first general meeting, Schach said, had a threefold purpose. Basically, the directors wanted to get the members together, as well as solicit new members and emphasize why the organization exists.

All three directors, throughout the interview with AUTOMOTIVE NEWS, stressed this was not a splinter, faction organization but rather one founded to meet the particular needs of the minority dealer.

A three-point plan to meet the immediate needs of the minority dealer has been developed. This includes federal economic assistance through long-term, low-interest loans to supplement capital needs; cash flow aids from the manufacturers, and cash flow help through better business practices.

The association is working through the Department of Commerce, the Small Business Administration and the Minority Business Development Agency to obtain federal loans.

The association proposed that manufacturers put a moratorium on dealer development debt, to expire at the end of a transition period (target October, 1982). It also asked for warranty payment and increased management assistance, from the manufacturers at the point of sale.

For the dealer, the plan aims at better business practices, stronger inventory controls and a better overall approach to the business.

Patrick said that since the organization is still young, it has attacked the federal financial assistance first. Later, the association will move into the other areas, including management training assistance and business practices.

Schach said the goals are to improve the quality and quantity of minority dealers in the nation.

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes

	Feb. 1, 1981	Jan. 1, 1981	Feb. 1980
Spirit	95	136	94½
Concord	86	110	109
Eagle	85	92	107
AMERICAN MTRS.	88	108	104
Horizon	91½	87½	72½
Reliant	50½	66	.....
Volare	82	105	143½
Gran Fury	74	70½	142
Plymouth	69	77	98
Imperial	213	130	.....
LeBaron	97	77	145
Cordoba	107	120½	154
Chrysler	70	66	163
Chrysler	96	87	153
Omni	91½	93	74
Aries	68	66	.....
Aspen	87	102½	150
Diplomat	102	92	221
Mirada	142	151	163
St. Regis	94	109	115
Dodge	86	86½	109
CHRYSLER CORP.	81	83	120
Escort	58	47	.....
Pinto	68	84	80
Mustang	110	112	84
Fairmont	101	73	63
Granada	135	149	106
Thunderbird	107	107	108
Ford	100	86	103
Ford	94	87	84
Lynx	76	52	.....
Bobcat	59	80	79
Capri	107	93	79
Zephyr	93	52	58
Cougar	118	120	85
XR-7	111	90	101
Mercury	77	62	63
Mercury	92	71	77
Lincoln	94	72	120
Mark VI	106	79	86
Lincoln	100	76	100
FORD MOTOR CO.	93	82	83
Skylark	53	50½	16
Century	65	62	40
Regal	70½	61	57½
LeSabre	57	51	100
Electra	61	47	68½
Riviera	48½	41	63
Buick	61	55	51½
Seville	69½	57	62
Cadillac	47	31	59
Eldorado	50	39	36½
Cadillac	51	37	55
Chevette	81	125	43
Monza	32	48	60
Citation	98	85	29
Camaro	95	92	95½
Malibu	87½	90	75
Monte Carlo	117½	110½	99
Chevrolet	79½	67½	94
Corvette	85	79	47
Chevrolet	87½	91	65
Omega	59	77	22
Cutlass	47	65	40
Supreme	66	80	54
Olds 88	42	47	50
Olds 98	40	43	51
Toronado	44	47	46
Oldsmobile	52	64	47
Sunbird	47	88	59
Phoenix	92	95	13
Firebird	114	138½	101
LeMans	94	121½	81½
Grand Prix	103	102½	95½
Pontiac	87	95	80
Pontiac	86½	103	72
GENERAL MTRS.	72	77	60
VOLKSWAGEN	76	95	29
TOTAL	78½	80	71

1,421,023 units in Feb. 1 domestic inventory

New-car stock slips to 78½ days

Continued from Page 1

crease its days-supply figure during the month.

Chrysler Corp. opened February with an 81-day supply, compared with an 83-day stockpile on Jan. 1.

American Motors whittled its inventory from a 108-day supply to 88 days. Volkswagen of America had a 76-day stock Feb. 1, down from 95 days.

The Feb. 1 domestic new-car inventory was divided this way: GM, 57.43 percent; Ford Motor Co., 24.62 percent; Chrysler Corp., 12.82 percent; VWoA, 2.58 percent, and AMC, 2.55 percent.

A month earlier, the new-car inventory was divided as follows: GM, 55.75 percent; Ford Motor Co., 24.72 percent; Chrysler Corp., 13.95 percent; VWoA, 2.81 percent, and AMC, 2.77 percent.

• By size class, stocks of subcompacts and intermediates declined during January, while other segments grew. Small cars were still in heavier supply than big cars.

The industry had a 71½-day supply of subcompacts and an 86-day stock of compacts Feb. 1, compared with an 83-day supply of subcompacts and an 81-day stock of compacts a month earlier.

The supply of intermediates dipped from 91½ days to 86 days, while the inventory of standards rose from 65 to 68½ days and the supply of luxury cars jumped from 44 to 61 days.

The Feb. 1 inventory was divided this way by market class: Subcompact, 20.60 percent; compact, 29.65 percent; intermediate, 32.32 percent; standard, 12.50 percent, and luxury, 4.93 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 22.26 percent; compact, 29.82 percent; intermediate, 31.90 percent; standard, 11.76 percent, and luxury, 4.26 percent.

The Feb. 1 days-supply figures by market class were:

Subcompact—Monza, 32; Sunbird, 47; Escort, 58; Bobcat, 59; Pinto, 68; Rabbit, 76; Lynx, 76; Chevette, 81; Horizon, 91½; Omni, 91½, and Spirit, 95.

Compact—Reliant, 50½; Skylark, 53; Omega, 59; Aries, 68; Volare, 82; Eagle, 85; Concord, 86; Aspen, 87; Phoenix, 92; Zephyr, 93; Camaro, 95; Citation, 98; Fairmont, 101; Capri, 107; Mustang, 110, and Firebird, 114.

Intermediate — Cutlass, 47; Century, 65; Supreme, 66; Regal, 70½; Malibu, 87½; LeMans, 94; LeBaron, 97; Diplomat, 102; Grand Prix, 103; Cordoba, 107; Thunderbird, 107; XR-7, 111; Monte Carlo, 117½; Cougar, 118; Granada, 135, and Mirada, 142.

Standard — Olds 98, 40; Olds 88, 42; LeSabre, 57; Electra, 61; Chrysler, 70; Gran Fury, 106; Mercury, 77; Chevrolet, 79½; Pontiac, 87; St. Regis, 94, and Ford, 100.

Luxury—Toronado, 44; Cadillac, 47; Riviera, 48½; Eldorado, 50; Seville, 69½; Corvette, 85; Lincoln, 94; Mark VI, 106 and Imperial, 213.

Chrysler expects loan OK, but suppliers get restless

By Edward Lapham
Financial Editor

DETROIT. — Chrysler Corp. officials last week expected to receive final, formal approval for $400 million in new federal loan guarantees this Wednesday, Feb. 18, barring any last-minute difficulties.

Late last week the auto maker was still collecting various documents from many of its lenders as well as seeking required approval from the Canadian Government to reduce its Canadian spending plans without forfeiting $200 million in loans. An agreement is necessary to win federal loan guarantee board approval of the drawdown request.

A Chrysler Canada spokesman in Windsor said he expected the company and the government to reach agreement by the Wednesday target.

Elsewhere, however, there seemed to be some financial backsliding by parties already involved in the latest drawdown plan.

Following a meeting with securities analysts in Chicago, Borg-Warner Corp. chairman James Bere told reporters his company is not acquiescing to Chrysler's demands for a price cut from its suppliers, and was in fact "strategically withdrawing" as a supplier to the beleagured auto maker.

Bere said his company "would not be the one to put Chrysler under" but that a price cut would be unfair to other customers. He said Borg-Warner is continuing to ship components to Chrysler but will not increase the present level of Chrysler's receivables.

Bere's comments were the first public utterings of this type by a supplier, although privately some have been skeptical since Chrysler Chairman Lee Iacocca announced his price-cut, delayed-payment plan in December.

Other suppliers began to grumble louder following Bere's comments.

"There is no doubt the suppliers are becoming more and more sullen every day," said John Muir & Co. vice president and auto analyst Arvid Jouppi. "The loan guarantee board must act quickly to keep the deal from falling apart."

A Chrysler official here said Bere's remarks were a rather isolated incident. "We've seen no sign of a supplier insurgency," he said.

Meanwhile in Washington, Treasury Secretary Donald T. Regan told the National Press Club that while the Reagan Administration does not look with favor on subsidies to weak companies, it does acknowledge the existence of the Chrysler aid law.

Regan, the new chairman of the Chrysler Loan Guarantee Board, said he will certify the current $400-million drawdown request once Chrysler has met all of the specified conditions.

He added, however, that this does not bind the Administration to any additional drawdowns ($300 million would be left of the authorized $1.5 billion total) or anything beyond that amount if it is totally used.

Silver for Corazza

Theodore R. Corazza, left, of Riviera Volkswagen, Inc., Manhattan Beach, Calif., receives his 25th anniversary award from Ron Beaman, former regional manager for Volkswagen of Angeles in Los Angeles.

Week's output sags to 101,054 units

Car production slump continues

By Patricia Hoffman
Staff Writer

U. S. auto production last week was still trailing far behind year-ago levels as many of the auto makers continue to feel the sting of slumping sales in the 1981 recession period.

Production last week was slated at 101,054 units, a 28.40 percent drop from the 141,153 cars assembled in the year-ago week and a decrease of 16.25 percent from the 120,670 units built in the previous week this year.

So far this year, the auto makers have completed 654,008 units, down 22.28 percent from the 841,413 cars built in the comparable period last year.

Breakdown by companies for the year-to-date total is: General Motors, 67.92 percent; Ford Motor, 16.43 percent; Chrysler Corp., 10.79 percent; American Motors, 1.59 percent; Volkswagen of America, 3.24 percent, and Checker Motor, 0.03 percent.

Downtime was scheduled last week at five assembly points.

Ford Motor's Chicago and Dearborn points, both down since Feb. 2, continued down last week. They are slated to resume operations today (Feb. 16).

Ford's Lorain plant, down since Feb. 2, and Ford's Kansas City plant, down since Feb. 9, will both remain idle through the week beginning Feb. 23.

Chrysler Corp.'s Lynch Road facility, also down last week, will resume operations today. It will work at full schedule for the remainder of February and through March, Chrysler said. Due to a heavy increase in fleet orders for the Plymouth Gran Fury, Dodge St. Regis and Chrysler Newport, Chrysler has canceled its scheduled down periods for the weeks of Feb. 16 and March 23.

General Motors has scheduled downtime for two weeks at Baltimore, beginning today, and for one week at Janesville.

Also at GM, the Leeds plant will be down for one week beginning Feb. 23.

Saturday overtime was slated last week at GM's Tarrytown facility.

Conference slated March 6

Lemon law parley set

WASHINGTON. — A March 6 "Lemon Law Conference," sponsored by the Center for Auto Safety, will feature a keynote address by FTC's Michael Pertschuk.

In a session called "Point/Counterpoint," Irving J. Rubin, of Ford Motor Co.'s Government Affairs Planning, will debate Herbert Denenberg, a consumer advocate and journalist.

Other sessions for lawyers include individual plaintiff actions (Mark Silber, discussing his litigation against Ford and Chrysler Corp.); joinder actions (including successful actions against BL and Ford and the piston-scuffing case) and class actions (including Firestone 500 and General Motors automatic transmission cases).

The NHTSA defect and recall program will also be discussed. The public interest movement will be covered by Joyce Kinnard, of the Center for Auto Safety, and Archie Richardson, of the Automobile Owners Action Council.

The concluding address will be given by Harry M. Philo, president of Association of Trial Lawyers of America.

The meeting is scheduled for the New Sheraton Washington Hotel.

breaking news

Continued from Page 1

sold in the UK — Lada, Polski-Fiat and Skoda — saw their market share decline last year.

VW rocks with Santana

WOLFSBURG, West Germany.—Scuttlebutt here is that Volkswagen will introduce a new two-door notchback sedan this fall called Santana. Developed under the codename Korsar, the car is based on the new Passat/Dasher and is to be positioned as an up-market model for VW. Santana, like Scirocco and Passat, is another "wind" name. But it's also the name of one of America's top rock groups, posing a potential identity problem if the car is exported to the U. S.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 14, 1981	Same Week, Feb. 16, 1980	Week Ended Feb. 7, 1981	Feb. Output	Year to Date, 1980	Year to Date, 1981
CHEVROLET	13,000*	15,509	12,487*	25,487*	94,979	82,900
DODGE/PLYMOUTH	1,700	120	48	1,748	17,749	6,896
FORD	7,512	9,018	8,254	15,766	78,893	55,701
GMC	5,118	3,501	5,222	10,340	29,364	29,655
INTERNATIONAL	1,690	.....	.....	1,690	.....	8,520
MACK	.....	620	.....	.....	3,984	.....
WHITE	.....	200	.....	.....	1,253	.....
JEEP	1,740*	2,620*	1,740*	3,480*	15,400	12,096*
AMC CORP.	85*	430*	85*	170*	1,900	510*
VOLKSWAGEN	1,040	687	1,022	2,062	2,219	5,049
MISCELLANEOUS	1,200*	800	1,200*	2,400*	5,360	6,100*
Total Trucks, U. S.	33,085	33,505	30,058	63,143	245,101	207,427

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 14, 1981	Same Week, Feb. 16, 1980	Week Ended Feb. 7, 1981	Feb. Output	Year to Date, 1980	Year to Date, 1981
CHRYSLER CORP.	1,600	.....	172	1,772	3,097	4,613
FORD MOTOR	3,280	3,204	846	4,126	23,659	18,792
GENERAL MOTORS	6,382	4,278	6,538	12,920	35,594	37,923
AMERICAN MOTORS	.....	502	.....	.....	3,258	.....
INTERNATIONAL	245	465	273	518	1,419	1,628
MACK	.....	60	.....	.....	396	.....
WHITE	.....	65	.....	.....	395	.....
Total Trucks, Canada	11,507	8,574	7,829	19,336	67,818	62,956
N. American Trucks	44,592	42,079	37,887	82,479	312,919	270,383

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production rises for week; 33,085 assembled

U. S. truck production last week jumped ahead of the previous week's total, and the output for the week showed only a slight decrease from the comparable week in 1980.

Planned truck production last week was 33,085 units, an increase of 10.07 percent from the 30,058 units assembled in the previous week, and down 1.25 percent from the 33,505 trucks built in the week ended Feb. 16, 1980.

So far this year, the truck makers have completed 207,427 units, down 15.37 percent from the 245,101 trucks built in the comparable period last year.

Downtime was scheduled last week at five plants.

Ford's Kansas City and San Jose points were down for one week. Ford's Norfolk and Twin Cities plants were closed last week for the second week of downtime. All are scheduled to resume operations today (Feb. 16).

American Motors scheduled downtime last week at its Jeep facility due to a suppliers strike.

Downtime is scheduled this week at General Motors' St. Louis point. It is slated to reopen Feb. 23.

Also down this week are General Motors Flint (light-truck, Blazer and Suburban lines) and the GMC plant in Pontiac. The Flint point will remain idle through the week of Feb. 23.

Canadian output cut in half by plant closings

Because of plant closings, Canadian auto production last week was less than half of the previous week's output, and the week's total plunged far below the comparable 1980 week.

General Motors' Oshawa car point, which closed last week for inventory adjustment, will resume operations today (Feb. 16).

Chrysler's Windsor car point, also down the week ended Feb. 14, will continue downtime this week, resuming operations Feb. 23.

Planned production last week for the auto makers was 6,569 units, a 59.82 percent decrease from the previous week's output of 16,351 units, and down 48.10 percent from the 12,659 cars completed in the week ended Feb. 16, 1980.

The year-to-date output is 69,343 units, down 30.68 percent from the 100,045 units assembled in the comparable period in 1980.

Canadian truck production last week took a turn for the better as the planned output rose far above the comparable 1980 week and the previous week's totals.

Truck assembly was planned at 11,507 units last week, an increase of 46.97 percent from the 7,829 trucks completed the previous week, and up 34.20 percent from the 8,574 units built in the comparable week last year.

So far this year the truck makers have completed 62,956 units, a decrease of 7.16 percent from the 67,818 trucks completed through Feb. 16, 1980.

U. S. CAR PRODUCTION

	Week Ended Feb. 14, 1981	Same Week, Feb. 16, 1980	Week Ended Feb. 7, 1981	Feb. Output	Year to Date, 1980	Year to Date, 1981
AMERICAN MOTORS	475*	4,760	475*	950*	27,006	10,415
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	13,550	11,860	15,293	28,843	77,503	70,568
Plymouth Total	6,750	6,160	8,077	14,827	35,335	35,031
Horizon	2,100	3,150	2,529	4,629	20,972	11,854
Volare	.....	2,200	.....	.....	11,388	.....
Gran Fury	.....	780	788	788	2,440	1,277
Caravelle	50	30	.....	50	535	274
Reliant	4,600	.....	4,760	9,360	.....	21,626
Chrysler Total	1,100	490	474	1,574	9,512	4,873
Chrysler	.....	190	474	474	2,826	1,276
LeBaron	1,100	300	.....	1,100	6,686	3,597
Dodge Total	5,700	5,210	6,742	12,442	32,656	30,664
Omni	1,300	2,860	2,306	3,606	19,309	9,935
St. Regis	.....	630	360	360	2,265	669
Diplomat	600	140	.....	600	2,845	2,222
Aspen	.....	1,580	.....	.....	6,237	.....
Aries	3,800	.....	4,074	7,874	.....	17,838
FORD MOTOR	18,387	24,683	21,323	39,710	127,071	107,408
Ford Division	11,913	18,023	14,491	26,404	92,088	64,033
Pinto	.....	.....	.....	.....	5,456	.....
Must./Must. II	1,116	5,552	.....	1,116	25,355	6,515
Fairmont	1,056	6,650	4,150	5,206	25,533	19,088
Granada	312	.....	299	611	9,395	5,777
Thunderbird	.....	3,821	.....	.....	16,595	3,025
Ford	1,686	2,000	1,695	3,381	9,754	10,155
Escort	7,743	.....	8,347	16,090	.....	19,475
L-M Division	6,474	6,660	6,832	13,306	34,983	43,375
Mercury Total	5,148	6,660	5,483	10,631	31,367	36,644
Bobcat	.....	.....	.....	.....	980	.....
Capri	475	2,112	.....	475	7,721	2,202
Zephyr	447	1,978	1,156	1,603	8,126	5,957
Cougar/Monarch	193	.....	189	382	2,591	2,594
XR-7	.....	.....	.....	.....	5,259	1,645
Mercury	1,295	2,570	1,313	2,608	6,690	8,316
Lynx	2,738	.....	2,825	5,563	.....	15,930
Lincoln Total	1,326	.....	1,349	2,675	3,616	6,731
Lincoln	616	.....	626	1,242	1,248	2,989
Versailles	.....	.....	.....	.....	494	.....
Mark VI	710	.....	723	1,433	1,874	3,742
GENERAL MOTORS	64,482	94,941	79,435	143,917	593,221	444,230
Buick Division	17,731	18,334	18,869	36,600	110,296	105,863
Skylark	5,716	4,389	5,894	11,610	31,681	31,005
Century	3,880	3,743	3,576	7,456	20,105	20,414
Regal	3,730	5,017	5,114	8,844	25,614	27,150
Buick	3,150	3,990	3,129	6,279	24,511	19,277
Riviera	1,255	1,195	1,156	2,411	8,385	7,257
Cadillac Division	6,646	7,264	5,905	1,255	42,403	37,028
Seville	890	1,100	576	1,466	7,686	4,237
Cadillac	4,251	4,626	4,210	8,461	25,817	35,357
Eldorado	1,505	1,538	1,119	2,624	8,900	8,334
Chevrolet Division	19,555	36,972	32,212	51,767	248,388	155,889
Chevette	.....	9,690	8,930	8,930	61,347	24,550
Monza ('80)	.....	3,055	.....	.....	19,771	.....
Camaro	2,965	3,270	2,949	5,914	17,799	13,233
Citation	6,945	9,337	6,458	13,403	62,051	39,365
Malibu	2,090	6,080	5,451	7,541	31,816	28,096
Monte Carlo	1,955	3,220	2,863	4,818	19,348	17,326
Chevrolet	4,800	1,320	4,770	9,570	29,536	28,563
Corvette	800	1,000	791	1,591	6,720	4,756
Oldsmobile Division	15,831	16,969	18,208	34,039	106,623	109,301
Omega	3,256	2,542	3,270	6,526	16,314	18,194
Cutlass	6,085	6,670	8,559	14,644	45,188	53,168
Oldsmobile	5,530	6,690	5,498	11,028	37,978	32,459
Toronado	960	1,067	881	1,841	7,143	5,480
Pontiac Division	4,719	15,382	4,241	8,960	85,511	35,249
Acadian†	.....	450	259	259	2,310	953
Sunbird ('80)	.....	3,345	.....	.....	21,150	.....
Phoenix	2,784	2,667	2,573	5,357	17,536	13,505
Firebird	1,115	2,490	1,100	2,215	13,377	6,543
LeMans	500	1,635	.....	500	7,819	4,864
Grand Prix	.....	2,075	.....	.....	10,174	6,980
Pontiac	320	2,790	309	629	13,136	2,304
VOLKSWAGEN	4,160	4,200	4,144	8,304	16,298	21,217
CHECKER	.....	100*	.....	.....	414	170
Total Cars, U. S.	101,054	141,153	120,670	221,724	841,513	654,008

CANADIAN CAR PRODUCTION

	Week Ended Feb. 14, 1981	Same Week, Feb. 16, 1980	Week Ended Feb. 7, 1981	Feb. Output	Year to Date, 1980	Year to Date, 1981
AMERICAN MOTORS	600	.....	587	1,187	.....	3,557
CHRYSLER CORP.	.....	.....	1,732	1,732	10,755	1,732
FORD MOTOR	992	648	1,152	2,144	16,999	6,301
GENERAL MOTORS	4,752	11,786	12,678	17,430	70,806	56,438
VOLVO	225	225	202	427	1,485	1,315
Total Cars, Canada	6,569	12,659	16,351	22,920	100,045	69,343
N. American Cars	107,623	153,812	137,021	244,644	941,558	723,351
N. American Trucks	44,592	42,079	37,887	82,479	312,919	270,383
North American Cars and Trucks	152,215	195,891	174,908	327,123	1,254,477	993,734

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.